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For Immediate Release: TDECU’s Cindy Rowe Honors Women Fighting Cancer by Donating Hair to Pantene’s Beautiful Lengths.

(Lake Jackson, TX) — TDECU’s Cindy Rowe began growing her hair over 3 years ago, in honor of her aunt, a two-time breast cancer survivor. Diagnosed with breast cancer for the first time 15 years ago, Cindy’s aunt, Trudy Barker underwent chemotherapy treatments and a mastectomy, and was declared cancer free. After a 2014 follow-up visit showed the cancer had returned, she called on the support of family and friends to battle another round of treatment and a second mastectomy. After Trudy’s courageous fight, she is once again cancer free and is celebrating each and every day to its fullest.

“My Aunt showed such strength, courage and dignity. Her amazing attitude throughout the battle inspired me while I was facing my own health issues,” notes Rowe. “Since we live 2000 miles apart and I wasn’t able to be there help, I thought donating my hair could be my way to show support and honor not only the women in my life, but all women who are fighting for their lives.”

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Pantene Beautiful Lengths, in association with the American Cancer Society, encourages people to grow, cut and donate healthy hair to create free, real-hair wigs for women fighting cancer. For more information, please visit <http://pantene.com/en-us/experience-main-section2/beautiful-lengths>.

About TDECU

Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 240,000 Members and \$2.9 billion in assets. TDECU currently has 43 service locations, including 36 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products and realty services. Members can also access a nationwide network of over 55,000 surcharge-free ATMs. For more information visit TDECU.org or call 800.839.1154.

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